

Growing your wealth is our focus

# Financial Services Guide

A guide to our services and how we focus on your financial success

Version 5 | Effective 27 February 2023



TAG Financial Advisors Pty Ltd  
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The financial services explained in this Financial Services Guide are provided by:

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Postal Address:

PO Box 329

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## Who is TAG Financial Advisors Pty Ltd?

TAG Financial Advisors Pty Ltd (TAG Financial Advisors) provides financial planning services through its financial advisers, who are Authorised Representatives of TAG Financial Advisors. TAG Financial Advisors holds an Australian Financial Services License (number 415632) issued by the Australian Securities and Investment Commission (ASIC) under the Corporations Act 2001 (Corporations Act).

TAG Financial Advisors Pty Ltd is a wholly owned subsidiary of TAG Financial Services Pty Ltd.

TAG Financial Services is a fully integrated financial services business and is privately owned and self-licensed.

Our advisers are all qualified and experienced and have the necessary skills and knowledge to provide advice designed to help you achieve your personal and financial goals.

**Please refer to our “Adviser Profiles” document which introduces our advisers along with their qualifications and experience.**

## Lack of Independence Disclosure

Depending on the agreed method of payment for advisory services provided to you, where providing advice for life, disability and illness risk insurances, we commonly receive our remuneration directly from the life insurer.

This remuneration is calculated as percentage of premiums you pay the insurer, both initially and on an ongoing basis. See further details and percentages below in the section **“Remuneration received by TAG Financial Advisors and your adviser for financial services provided to you”**.

Legislation permits that TAG Financial Advisors, or your adviser, may receive alternative forms of remuneration from time to time. Non-monetary benefits worth more than \$300 are considered “conflicted remuneration” and are not permitted unless they are covered by an exception (e.g. for training and education). Records of non-monetary benefits worth between \$100 to \$300 will be documented by TAG Financial Advisors in a register – these may include for example a meal, or a Christmas hamper given by a product provider.

We generally avoid the receipt of such benefits.

## Purpose of this Financial Services Guide

This Financial Services Guide (FSG) contains important information for you about:

- TAG Financial Advisors, your financial adviser and the services we offer you;
- How TAG Financial Advisors is paid;
- Any potential conflict of interest we may have in the provision of services to you; and
- Our complaints handling procedures and how you can access them.

You should read this FSG (along with “Adviser Profiles”) because the FSG:

- (a) is designed to assist you in deciding whether to use any of the services offered;
- (b) contains information about remuneration that may be paid to the financial services licensee and other relevant persons in relation to the services offered;
- (c) contains information on how complaints against the TAG Financial Advisors are dealt with.

TAG Financial Advisors has authorised the distribution of this FSG.

## Providing financial services to you

In providing financial services to you, you may receive personal financial advice. This personal advice will be provided to you in writing in a document called a Statement of Advice (SoA) or a Record of Advice (RoA). The purpose of these documents is to place you in a position to make informed decisions about our recommendation and how they assist you to meet your financial objectives and enhance and protect your financial future.

The SoA will explain:

- Your current financial situation, personal circumstances, needs and objectives;
- The basis for your financial adviser’s recommendations and suggested strategy;
- How these recommendations and strategy meet your needs and objectives;
- Any risks or consequences of accepting the advice that you should know about;
- All remuneration and other benefits that may be received by your adviser, TAG Financial Advisors or related bodies corporate or associates as a result of the services provided;
- Any associations, relationships and conflicts of interest that may impact on the advice given; and
- Any other relevant information.

If it is recommended that you invest in a specific financial product, you will receive a Product Disclosure Statement. These documents provide important information to help you make an informed decision about whether to invest in a particular product.

It is important for you to understand the information in the documents provided, so you should carefully read the SoA and PDS’s before making any decision relating to recommended strategies or financial products. If you are unsure about any of the information in the SoA or the PDSs, you should ask your financial adviser to explain it to you.

Where further advice is provided to you in situations where there has not been a significant change in your circumstances or the basis of our advice, the further advice may be recorded in an RoA which is kept on file for seven years. If you wish, or if you were not provided with a copy of the advice at the time, you may request a copy of your RoA from your adviser by phone, email or post at any time up to 7 years from the last time personal advice was provided to you.

If you do not want holistic financial advice, but rather require advice that is more limited in scope, your adviser will tailor the SoA accordingly. Your adviser also has the ability to provide you with “no advice” services which we call “transaction without advice services” or “execution only services”. You must provide your instructions for these services to us in writing. However, if you do not obtain personal advice, you face the risk that the financial products you select will not be appropriate to your needs and objectives.

TAG Financial Advisors is responsible for the financial services provided to you and acts for you when providing its financial services.

## Financial services and products provided by TAG Financial Advisors

What financial services can your adviser provide?

TAG Financial Advisors' Australian Financial Services License permits us to provide financial product advice for, and to deal in relation to the following financial products (provided the products are on TAG Financial Advisors' Approved Product List or are otherwise approved by TAG Financial Advisors):

- Deposit products;
- Listed Securities;
- Managed investment schemes (including investor directed portfolio services);
- Life products (including life risk insurance and investment life insurance products);
- Standard margin lending facilities; and
- Superannuation.

This enables TAG Financial Advisors to provide you with services in the following areas:

- Financial planning;
- Investments (including managed funds and shares);
- Superannuation (including Self Managed Superannuation Funds);
- Personal life risk insurance;
- Retirement strategies;
- Gearing strategies (these are strategies using borrowing to invest);
- Savings and wealth creation and protection;
- Tax planning and asset protection strategies;
- Estate planning;
- Social security;
- Margin lending;
- Ongoing review, cash flow and tax analysis services;
- Transaction/execution only services.

## Requirements under the Anti-Money Laundering and Counter Terrorism Act

As a financial services provider we have an obligation under the AML/CTF Act to verify your identity and source of funds.

This means that we will ask you to present identification documents such as passports or driver's license or other information where a corporate entity or trust is involved. We assure you that the information will be held securely in accordance with our Privacy Policy. We will be unable to provide you with financial services if you are unwilling to provide this information.

## What services and products are not provided by TAG Financial Advisors

TAG Financial Advisors, through your adviser, may only provide services we are licensed by ASIC to provide. Examples of products and services not provided under our Australian Financial Services License include:

- Accounting services (provided via TAG Financial Services);
- SMSF Administration Services (provided via TAG Financial Services);
- Legal advice;
- General insurance services;
- Direct property services (including advice and other services in relation to the sale and purchase of real property).

## Why do you need to provide us with information?

We have an obligation under the Corporations Act to seek information from you for the purposes of providing personal financial advice. It is up to you to specify how you wish to provide us with this information and instruct us accordingly. Information and instructions can be provided to us in person, by telephone, post or email. It is in your interests to provide us with all relevant information about your personal and financial circumstances, so we can professionally assess your situation and make suitable recommendations.

How we protect your privacy is outlined in our Privacy Policy. This is referred to later in this FSG.

We will use the email address provided by you for electronic delivery and notifications, including availability of items via a link to our website. You may contact us at any time to request correspondence by another method such as post.

If you receive a request via email to make a change to any of your account details and/or to transfer any funds, you must not respond to the email and you must contact us immediately.

## Remuneration received by TAG Financial Advisors and your adviser for financial services provided to you

There are various ways that TAG Financial Advisors may be remunerated for financial services provided to you. We commit to ensuring you know what and how much you can expect to pay for receiving our services. We will discuss and agree in advance with you, the amount of our fees and the methods by which you can pay for our services.

Please note your fees are not directly received by your adviser. Your adviser is employed by TAG Financial Services and receives a salary only – no bonuses are paid to any employees or Directors of TAG Financial Services.

### 1. Fee for service

We may charge you fees for services based either on an hourly rate, a fixed dollar amount, or a combination of these methods. The payment method and frequency will be discussed with you and agreed between you and your adviser prior to commencement of work.

Type of remuneration	Initial Advice Fee (inclusive of GST)	Ongoing Advice Fee (inclusive of GST)
Hourly rate	from \$385 per hour*	from \$385 per hour*
Flat fee	from \$7,700	from \$4,400

\*Partners and other advisers are on different hourly rates which are disclosed in other accounting quotes.

All initial and on-going advice fees are discussed and agreed with you prior to provision of the advice service. We aim to avoid any fee surprises. Ongoing service fees will be set out in our Ongoing Services Agreement.

The actual fee may differ from the originally agreed figure if either you or your adviser alter the scope of the advice, or further information comes to hand that changes the fee taken to provide the advice.

We do not charge for advisory services based on a percentage of your wealth or the value of the investment and/or superannuation portfolios we manage for you.

### 2. Other forms of remuneration

TAG Financial Advisors and its authorised representatives are prohibited from accepting “conflicted remuneration”, subject to certain exceptions.

“Conflicted remuneration” is any benefit, monetary or non-monetary, that could reasonably be expected to influence the choice of financial product recommended or the financial product advice. This includes commissions, bonuses and rebates, and most volume-based benefits, but there are some exceptions, such as remuneration for retail life insurance products.

Refer to the earlier section “Lack of Independence Disclosure” for further details of such non-monetary benefits.

### 3. Remuneration from retail insurances

Life insurance companies typically have adviser remuneration priced into the insurance premiums. In some instances we will rebate this adviser remuneration and agree a set advice fee with you and in other situations (as agreed between you and your adviser), some or all of our remuneration may be received via the insurance premiums you pay. Again, whatever the method, we will discuss and agree this with you in advance. The table below sets out the possible ranges of initial and on-going insurance remuneration.

Type of remuneration	Year 1 (initial) remuneration (inclusive of GST)	Year 2 and on-going remuneration (inclusive of GST)
Funded by insurance premiums	From 0% to 66% of the first year's premium.  Example: \$1,000 insurance premiums: from \$0 up to \$660	From 0% to 22% of the on-going premium.  Example: \$1,000 insurance premiums: \$0 up to \$220

If your adviser receives any of the above benefits, this information will be detailed in your SoA and subsequent RoA's.

### 4. Where are details about remuneration disclosed?

If you receive personal advice from your adviser, they will inform you about any remuneration and other benefits that TAG Financial Advisors or your adviser may receive from the issuer of a financial product and, where possible, in actual dollar amounts. The information about remuneration and other benefits will be provided in the SoA and subsequent RoAs.

### 5. Details of ongoing remuneration paid

If you have entered into an ongoing service and fee arrangement with your adviser that is for a period of more than 12 months, each year you will be provided with an "Fee Disclosure Statement" (FDS) containing details of the amount of fees you paid, services you were entitled to receive and the services you actually received in the previous 12 month period. You will also receive a summary of the ongoing services fees, as well as services you are entitled to receive in the following 12 months.

## Relationships or associations with financial product providers

Neither TAG Financial Advisors nor its advisers have any relationship or association with a financial product issuer. We recommend financial products to you that we assess as suitable for you based on our own research.

## Relevant associations and relationships of your adviser and TAG Financial Advisors

Your adviser is either a principal or an employee of TAG Financial Services and is authorised to provide financial services on behalf of TAG Financial Advisors.

All advisers are remunerated by salary only and no bonuses are paid.

TAG Financial Advisors has relationships with different service providers that help TAG Financial Advisors, our advisers and clients in different ways. This support may also include for example referring you to another suitably qualified professional to assist with provision of other services, such as an accountant, solicitor, share broker, property advocate or other provider.

No referral fees are received by TAG Financial Advisors for any referrals made to another professional. Likewise, where a client is referred to us for advice by another professional, no referral fees are paid to the referring party.

## How do we protect your privacy?

The privacy of your personal information is important to us. We have systems and processes in place to protect your privacy. We need to collect personal and financial information to administer our client relationships, provide advice and arrange the appropriate products and services to achieve your objectives. For example, we may need to provide information to fund managers, platform operators and insurance providers for the purpose of giving effect to your financial plans.

We also need to collect copies of identification material to meet our obligations under the Anti-Money Laundering and Counter-Terrorism Financing Act 2006. Unless you tell us you do not want us to send you information on products and services, we may use your personal details to send you information on products and services. We will not “sell” your information to third parties. You can access the information that we hold about you on request. For detailed information on how we handle your personal information and to whom this information will be provided, you can obtain a full copy of our Privacy Policy by contacting us on 03 9886 0800 or [team@financial.com.au](mailto:team@financial.com.au).

## What if you have a complaint?

We follow the ‘client first’ principle and pride ourselves on the quality of our service. However, even with the best of intentions there is the possibility of misunderstanding, disagreement or dispute with you about our services. If you have any complaint about the services provided to you, we want you to tell us as soon as you can and we will endeavour to resolve it as quickly as possible. If at any time you have a complaint about the services provided to you, you should take the following steps:

1. Please first contact your adviser and discuss your concern.

If you do not feel comfortable speaking with your adviser, please address your written complaint to:

The Managing Director  
TAG Financial Advisors Pty Ltd  
PO Box 329  
Malvern VIC 3144

Alternatively, you can contact us on 03 9886 0800 or [invest@tagfinancial.com.au](mailto:invest@tagfinancial.com.au) to discuss your concerns.

TAG Financial Advisors will investigate and seek to resolve your complaint within 30 days from when we receive the notification.

2. You may be asked by your adviser or another senior representative to put your complaint in writing, to ensure we have a clear understanding if the issue.
3. Your adviser or senior representative will work with you to rectify the problem. If for any reason your concern is not resolved to your satisfaction within five business days, we will inform you in writing that investigations are continuing and we will maintain ongoing contact with you, seeking further information or you keeping informed of our progress.
4. If, after 30 days, we have been unable to resolve your complaint to your satisfaction, you may address your complaint to Australian Financial Complaints Authority at the following address:

Australian Financial Complaints Authority  
GPO Box 3  
Melbourne, Victoria, 3001  
Ph: 1800 931 678  
[www.afca.org.au](http://www.afca.org.au)

## Professional Indemnity Insurance

The Corporations Act requires Australian Financial Services Licensees, such as TAG Financial Advisors, to have adequate arrangements in place to compensate retail clients in the case of certain loss caused by TAG Financial Advisors or authorised representatives of TAG Financial Advisors. TAG Financial Advisors maintains professional indemnity insurance that complies with these Corporations Act requirements, including section 912B of our Australian Financial Services License. The insurance also covers claims in relation to the conduct of representatives and employees who are no longer authorised or working for TAG Financial Advisors (but who did at the time advice was provided).